



Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

# 20 26

## RATE CARD



**MIEUX  
VIVRE**

**VOTRE  
ARGENT**

2026 Gross Rates (excluding tax), effective January 1<sup>st</sup>, 2026 - subject to changes  
[medias.lesechosleparisien.fr](https://medias.lesechosleparisien.fr)

## Rate Card 2026 - Commercial Advertising

### Standard Formats

PAGE			PAGE		
<b>Premium</b>	C4- outside back cover	43 400 €	<b>Key Insights</b>	Right Hand Page – 1st section	30 600 €
	C2- Inside front cover	41 600 €		Right Hand Page Feature	
	C3- Inside back cover	39 200 €	<b>Opportunities</b>	Right Hand Page (best possible)	30 600 €
	1st Left facing Editorial Letter	37 000 €			
	1st Right Hand Page	37 700 €	<b>Standard</b>		28 900 €
	2nd Right Hand Page	36 700 €			
	3rd Right Hand Page	35 400 €	OTHER FORMATS		
<b>First</b>	1st Right Hand Page Special Report	34 400 €	RHP or Section	1/2 Page	18 000 €
				1/3 Page	13 100 €
<b>Standard</b>	Right Hand Page News			1/4 Page	10 800 €
			Left Hand Page	1/2 Page	16 600 €
	1st Right Hand Page Feature	32 000 €		1/3 Page	11 900 €
				1/4 Page	9 600 €

## Rate Card 2026 - Commercial Advertising

### Special Formats

DOUBLE PAGE			INSERT	
Premium	Opening Double Page spread	70 600 €	2 pages	280 €
	Central Double Page	70 600 €	4 pages	400 €
	Closing Double Page	68 200 €	6 pages	500 €
	1st Double Page	68 200 €	8 pages	600 €
	2nd Double Page	66 000 €	10 pages	700 €
	3rd Double Page	63 200 €	HALF-PAGE INSERT	
	4th Double Page	61 200 €	½ page column	42 900 €
	Double Page	56 200 €		
Standard				



## Rate Card 2026 - Commercial Advertising

### Special Issue Formats

PAGE		DOUBLE PAGE	
C4- outside back cover	23 200 €	Opening Double Page spread	37 700 €
C2- Inside front cover	21 600 €	Central Double Page	36 100 €
1st Left facing Contents / Editorial Letter	20 900 €	1st Double Page	
1st Right Hand Page	20 300 €	2nd Double Page	34 900 €
C3- Inside back cover	20 200 €	3rd Double Page	33 300 €
Facing Products	20 200 €	Double Page	28 200 €
2nd Right Hand Page	19 500 €		
3rd Right Hand Page	18 900 €		
4th Right Hand Page	18 000 €		
5th Right Hand Page	17 200 €		
Right Hand Page – 1st section	30 600 €		
Right Hand Page	14 800 €		
Page	14 200 €		



## Glossary and Rebates

### GLOSSARY

<b>Gross value</b>	Gross revenue value of ad placements
<b>Gross purchase base</b>	Gross revenue paid by the advertiser after mark-up and/or modulation
<b>Net before rebate for professionals</b>	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.
<b>Net space</b>	Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

### MARK-UP / MODULATIONS

Multi-advertiser	+ 15%	
Placement of choice	+ 20%	
Succession	+ 20%	
1st industry advertiser	+ 20%	
Black and white	- 20%	
Industry rebate*	- 30%	*Publishing, Training, Culture and Leisure, Property

### BULK RATES

100 000 €	- 2%	Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made within Les Echos* and Le Parisien brands. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.
200 000 €	- 4%	
400 000 €	- 6%	
600 000 €	- 8%	

### CONSOLIDATION OF ORDERS

\*Excludes Radio classique & CDA

	from :	
5 000 000 €	- 1%	The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.
10 000 000 €	- 2%	
15 000 000 €	- 3%	

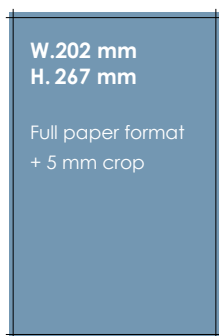
### RREBATE FOR PROFESSIONALS

- 15%	The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).
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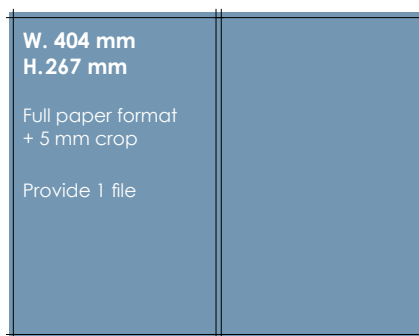
**See General Terms and  
conditions of sale**



## Formats

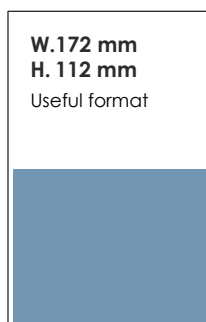


Page

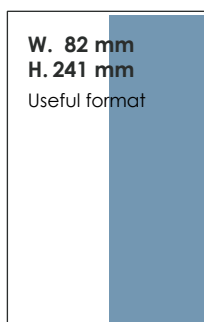


Double Page

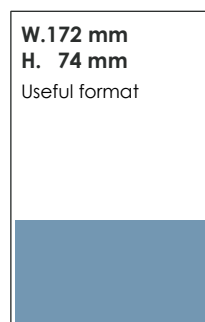
Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut



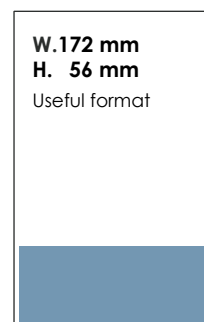
1/2 Page



1/2 Page column

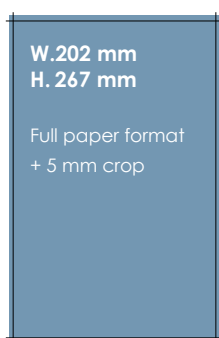


1/3 Page Banner



1/4 Page Banner

## Special Issue



Page

Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut

## Technical Specifications

### Provide 1 file PDF/X-1a 2001

#### COVER + INNER PAGES

In accordance with the standard: PDF/X-1a 2001  
Destination profile: **ISO\_coated\_V2\_300 (FOGRA 39L)**

#### REQUIREMENT STANDARD

##### PDF 1.3 with Trim Box

- ISO PDF/X-1a: **2001 standard**
- **PROFIL ICC ISO\_Coated\_V2\_300 (Fogra 39L)**
- CMYK and BW Images: **300 dpi**
- Inking rate: **260% in inner pages. 300% in COVER**
- Transparencies prohibited

#### COLORS

- In CMYK (Forbidden: RGB, DIRECT TONES, LAB)
- Solid black surface: support the black with a screen of 40% maximum (cyan and/or magenta)
- (B&W images processed in four-color black: stabilize with a dominant black and a balanced support of the other 3 colors. No UCR conversion)
- No texts too thin or bodies too small in black to white and solid colors.
- Texts below 8 points should only be in 100% black

#### PDF

- File: 1 PDF per visual
- PDF format Full Paper / bleed 5 mm + trim marks (page, double page)
- Images at the edge of the page: 5 mm overhang in the bleed
- Texts and logos 10 mm from the minimum cut
- If you want a outline, consider incorporating it into your layout.

#### GENERAL INFORMATION

##### LEGAL NOTICES

**In application of the various laws and decrees, please ensure the required information.**

- Toubon Law, relating to the use of the French language, all written statements in a foreign language must be translated into French.
- Health information (Evin Law)
- The words «retouched photograph» in accordance with Decree No. 2017-738 of 4 May 2017 on photographs for commercial use of mannequins whose body appearance has been modified. Decree put into effect on 01.10.2017.

#### IMPORTANT

- If the file does not meet these standards, we reserve the right to request compliant items. In the absence of a contractual proof, no claim on the color will be accepted. In all cases, non-compliance by the advertiser (or its agent) manufacturing standards communicated by Les Echos Le Parisien Médias / Paris Match Médias for the insertion of advertisements releases Les Echos Medias any technical responsibility.

#### FILE DELIVERY

- No later than **2 weeks before** publication.

#### TECHNICAL CONTACTS

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##### Delivery address

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## Contacts

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